


LORENZ

STATIC
MADE IN ITALY



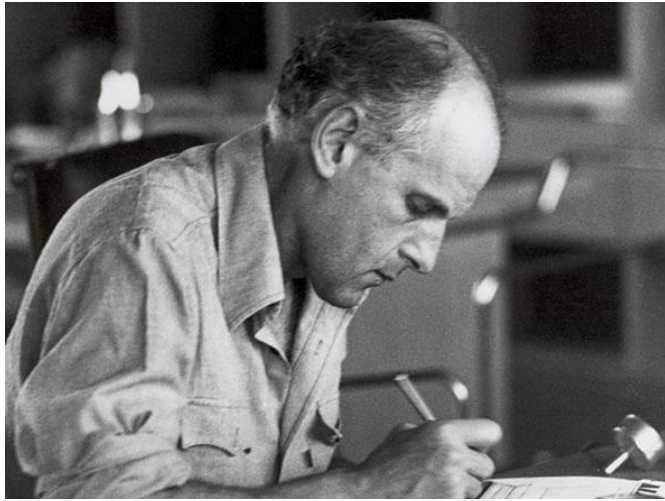
Premio Compasso d'Oro
Design: Richard Sapper

STATIC

Time is one of the few things that is capable of defining an object's quality.

Static black or white lacquer versions.





RICHARD SAPPER

Richard Sapper (May 30, 1932 - December 31, 2015) was a German designer and scholar based mainly in Milan, Italy.

Considered one of the leading designers of his generation, his products combine technical innovation with purity of form, often revealing an element of wit and surprise.

He has won the prestigious Compasso d'Oro prize 11 times.



STATIC (1959)

From the book "Richard Sapper" - published by Jonathan Olivares - Phaidon

Sapper began receiving independent commissions while still working at the "La Rinascente" design center in Milan in the late 1950s. The first of these commissions came from the owner of Lorenz, a manufacturer of timepieces founded in 1934 in Milan.

Sapper's interests in manufacturing metal and harnessing movement are evident in the Static table clock project.

The form was milled from a solid block of stainless steel, and featured a counterweight to keep the clock upright and roll it back into upright position whenever knocked over.

The Static won the Compasso d'Oro prize in 1960 when Sapper was 28 years old.



ADI
COMPASSO D'ORO
INTERNATIONAL
AWARD

The COMPASSO

The oldest and most prestigious industrial design prize in the world, the Compasso D'Oro is awarded by the Italian Industrial Design Association (ADI) with the aim of rewarding and enhancing the quality of Italian design.

Established in 1954, the award originated from an idea of Giò Ponti and Alberto Rosselli and was initially sponsored by the La Rinascente department store. The awarding of the prize has been directed entirely by ADI since La Rinascente withdrew its patronage in 1964.



The 1960 COMPASSO

Jury:

Lodovico Belgioioso - Architect
Vico Magistretti - Architect
Augusto Magnaghi - Architect
Augusto Morello - Art critic
Marco Zanuso - Architect

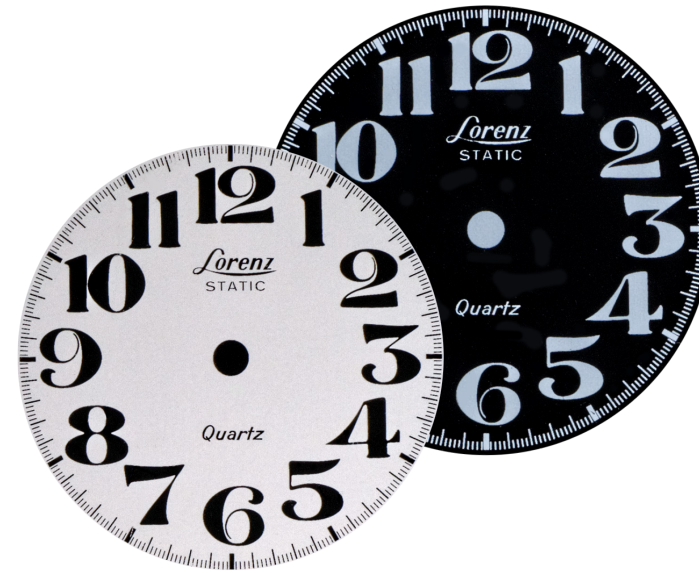
The Idea: the design of the Lorenz Static table clock derives from the intention to create a non-static form in which it can be dynamic. The base on which the clock rests is placed at a point on which it would not usually stand. Hardly visible at all, it gives the impression that the clock is floating over the surface. The clock face and glass protrude from the case and point diagonally upward as if reaching out to the person checking the time. The idea is interesting: from any position it is in, the clock can roll back into upright position, in this way assuring the stability that gives its name.



THE BODY

Starting from a solid 316L stainless steel cylindrical block weighing around 2 kgs, the Static body is manufactured through a mechanical turning process in which excess material is abraded away.

Shaped to the original drawing, the body consists of a rounded body with a flat area (3.1 cm diameter) cut into the volume on which the clock stands. A weight inserted at the rear of the body serves as counterbalance to keep the clock in upright position.



THE DIAL

The dial is produced in a 2846 aluminum alloy. The face is pad-printed on a black or white background in matt 80 gloss ink to avoid undesired reflection. The printing inks are made by the leading permanent ink company Marabù© for guaranteed adhesion and anti-fading for ten years.

Special dial editions are available on request.



HANDS AND MOVEMENT

Made in 304L stainless steel, the hands have a classic “bolt hearted” shape. The hands are lacquered with hard coating paint.

Produced at UTS, the most prestigious German factory, the movement features a quartz control system regulated by a Siemens© device that tells time with the utmost precision.

The life of the 1.5V MN21 battery is guaranteed for one year.



THE BOX

The box for the Static is manufactured exactly the same as the original 1960 version and consists of a black leather cylinder that holds the Static clock vertical whenever it is stored.

Handcrafted by a Milanese leather expert, the box has a “Saffiano” leather finish and comes with a small carrying strap. The names and logos are heat-printed on the outside.

The box is finished in red Lenci fabric on the inside. The leather box is packed in a black carton with the Lorenz and Static logos.

BRUSHED METAL VERSIONS



438AE

Steel color with black dial
Ean code: 8013260013477
439€



438BF

Yellow gold color with white dial
Ean code: 8013260013484
439€
Shown here with "Pisa" special dial



438CG

Gun metal color with white dial
Ean code: 8013260013316
439€

TECHNICAL SPECIFICATIONS (for all versions):

Solid stainless steel case
Size: § 6.5 cm. x 9.5 cm.
Weight: 1,100 grams
UTS quartz movement with central seconds hand cod. Q_696
Battery life approximately 1 year
Battery Lady-Cell IEC LR1 - 1.5 volts
Instruction manual and warranty booklet included

Static green lacquered version.



438GR Green color with white dial. Ean code: 8013280107736. 439€

LACQUERED METAL VERSIONS



438GK

White color with black dial
Ean code: 801326068726
439€



438HL

Red color with white dial
Ean code: 8013260618733
439€



438IM

Black color with white dial
Ean code: 8013260013316
439€

438AM

Burgundy color with white dial
Ean code: 8013280109921
439€
Shown here with "Ronchi" special dial



SHINY METAL VERSIONS



438PG

Yellow gold color with white dial
Ean code: 8013280105909
449€



438PM

Gun metal color with white dial
Ean code: 8013280105893
449€



438PS

Steel color with white dial
Ean code: 8013280105886
449€

NEW  VERSIONS, made in solid Avional



Weight 700 gr.



438AB

Blue avional with white dial
Ean code: 8013280110842
550€



438AV

Violet avional with white dial
Ean code: 8013280110835
550€



438AO

Orange avional with white dial
Ean code: 8013280110828
550€

NEW "Pure Bronze" VERSION



438BR (solid bronze), 890€, weight 1,500 gr.

NEW "Domm" VERSION



Candolia marble case, limited edition to 1.000 numbered pieces

Ean code: 8052278290678

1.990€

Deliveries will start in July 2022, please reserve your piece at static@lwco.it

Leader Watch Company S.r.l.
Via Pietro Mascagni, 15
20122 Milano - Italy
Tel. +39-02-83986980
e-commerce: www.lorenz-static.it
e-mail: static@lwco.it
instagram: [lorenzstatic](https://www.instagram.com/lorenzstatic)